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**CLAIM:**

1. A system for broadcast program signal application comprising:  
means for monitoring a broadcast signal to obtain data insertion  
information therefrom;  
means for generating a data stream for insertion into the broadcast signal;  
and,  
means for inserting the data stream into the broadcast signal in real time  
to generate a single output signal for broadcast transmission.
2. A system for broadcast program signal application in accordance with  
Claim 1, further comprising:  
means for selecting data from a data source; and,  
means for automatically generating the data stream for insertion into the  
broadcast signal based upon pre-established templates comprised of  
decision lists to edit the data selected.
3. A system for broadcast program signal application in accordance with  
Claim 2 further comprising:  
character generation means capable of inserting data from the data  
source into the pre-established templates.
4. A method for inserting data into a broadcast program signal comprising  
the steps of:  
monitoring a broadcast signal to obtain data insertion information  
therefrom;  
generating a data stream for insertion into the broadcast signal; and,

inserting the data stream into the broadcast signal in real time to generate a single output signal for broadcast transmission.

5. A method in accordance with Claim 5 comprising the further steps of :

selecting data from a data source; and,

5 automatically generating the data stream for insertion into the broadcast signal based upon pre-established templates comprised of decision lists to edit the data selected.